



Engaging Graduate Nursing Students across the Generations to Use New Technologies

Joyce M. Knestrick, PhD CRNP, FAANP
Susan Ulrich Dr. Ph, CNM, FACNM

Multigenerational Class: Silent or Traditional Generation, Baby Boomers (early and late), Generation X, Generation Y, Millennium Generation, i generation

What do you Think

- Older people are less likely to be technologically savvy
- Younger people have good technology skills
- Some people are digital natives and others are digital immigrants
- Different generations have different learning styles

Two Groups of Baby Boomers

Cohort 1 - Born 1946-1955: Eithorized cultural changes of the sixties: Experimental, Individualism, Free Spirited, Social cause oriented

Cohort 2 - Born 1956-1964: Less optimistic, Distrust of government, cynical

Teaching the Baby Boomers

- Remind them of impact they make everyday on lives of patients & families
- This can help reconnect Boomers with purpose & meaning of their work

Boomers and Web 2.0 and Social Media

- Cohort 1**
 - Mostly related to family/communications
 - New tools are not easily adopted
 - Does not care for texting
 - Have traditional media habits
 - Like to have a Framework - Facebook
- Cohort 2**
 - Mostly the Web
 - Can use but rarely use text/SMS messaging
 - May blog but not microblog
 - Likes to use forums for discussion
 - Distrustful of social media and the content therein.
 - Content creation is textual and rarely visual through video and images.

Silent Generation

- Born 1925-1942
- Born during the Great Depression or WWII
- Also called GI Generation
- Helped rebuild American economy after WWII
- Women entered workforce
- Women & minorities began to fill management positions
- Entire workplace began to change
- Information Age arrived (Domrose, 2001)

Generation X

- Born 1963-1977
- Original "latchkey" kids
- "Under protected children in overly permissive homes"
- Learned to manage on own
- Exposure to violence & adult themes before ready
- Know that job security is a myth
- Do not expect retirement will be funded by Social Security/organization.
- Not life time employees
- Became literate in technology quickly due to use of computer & video games

Learning and GenX

- Self-learning opportunities need to have clear objectives & deadlines
- Information or assignments need to be relevant to the real world (Kennedy, Raines, & Sturt, 2000)

Gen X and Web2.0 and Social Media

- Bloggs** Wikis
- Filters** Podcasts
- File sharing tools** File sharing tools
- Social networks to build a community of like minded** Second life
- RSS**

Teaching the Silent Generation

- Prefer traditional classroom environment with lecture & presentations by experts
- Fear looking foolish to others
- Once have mastered task, are consistent performers
- Tend to do 1 thing at a time
- Prefer direct communication
- May use Facebook and Skype to keep in contact with family.

Generation Y

- Born between 1979 to 1994
- Also called "Echo Generation" or "Millennium Generation"
- More reserved and less confident in social skills due to length of times spent on internet
- More attuned to spirituality and away from narcissism
- Use others as resources
- More prone to unionization and collective bargaining
- Crave the limelight
- Realize that hard work and character are not the quickest route to fame and fortune
- Body piercing, tattoos (Wetzel, 2001)

Learning and GenY

- Chunking information
- Teach communication skills
- Engage in pair or small group work
- Service Learning
- Incorporate technology
- May need to work on writing skills

i Generation

- Born after 1995
- Some say they are rewired
- Think differently due to the exposure to technology
- Accustomed to increased media consumption, multitasking, e communication.

Baby Boomers

- Born 1942-1962
- Pampered by Silent Generation parents
- Share many values of parents: loyalty & commitment
- Want to do good in world
- Adolescence had idealism
- Challenged authority & questioned leaders' integrity
- Equate work with self-worth, contribution, & personal fulfillment
- Believe they can make a difference in the world

- Want to work in democratic, humane, caring organizations, positively impacting society
- looking for meaning in work

Gen Y and i Generation

- Internet and Social Media are part of life - digital natives!

Implications for Engaging Graduate Students

- The key to intergenerational understanding and cooperation is that students and faculty need to understand that there are rational reasons why each generation behaves as it does and use of new technologies can engage the students of all generations.